ANNUAL REPORT

for the fiscal year
ending March 31, 1989

Nova Scotia Information Service

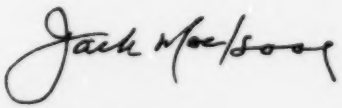
92-03926/

To His Honour
The Honourable Lloyd R. Crouse, P.C.
Lieutenant Governor of the
Province of Nova Scotia

Sir:

I have the privilege to submit the annual report of the Nova Scotia Information Service for the fiscal year ending March 31, 1989.

Yours truly,



John A. MacIsaac
Minister responsible for the
Communications and Information Act

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Communications and Information Act
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Rob Smith
Executive Director
Nova Scotia Information Service

OVERVIEW

Nova Scotia Information Service maintains the flow of communication between the government and the Nova Scotia public. Seven sections work co-operatively to achieve this goal: Public Enquiries, Media Services, Media Monitoring, Film and Video, Still Photography, Advertising, Audio Services, and the Government Bookstore.

PUBLIC ENQUIRIES

Public Enquiries, which operates a provincial toll-free telephone service, responds to general enquiries on provincial government programs and services. As well, where possible, staff assist with other general information requests, including those related to municipal and federal government matters.

In 1988–89, the two-person staff handled 16,919 requests for information. Of these, 14,539 were by telephone, 1,896 were by mail, and 484 were walk-in enquiries.

Public Enquiries also provided information kits on Nova Scotia to students and schools across North America. As in previous years, Public Enquiries officers updated provincial, national, and international directories, almanacs, and guides, as requested.

As well, each year, Public Enquiries staff produce and distribute an Immigration Kit which provides information to individuals who wish to move to Nova Scotia.

MEDIA SERVICES

Media Services provides writing, editing, and distribution services for government departments and agencies.

All news releases are edited before distribution to ensure consistency in both quality and style. Feature articles and news releases are prepared upon request by a department or agency.

News releases and other government information, such as the Speech from the Throne and the Budget Address, are distributed via computerized electronic mail. All radio stations, daily newspapers, news services, and caucus offices in Nova Scotia are equipped with printers to receive the information. As well, in March 1989, three weekly papers (the Kentville Advertiser, Yarmouth Vanguard, and Le Courrier) were equipped to receive the electronic mail service.

Weekly newspapers were supplied with releases, photographs, and other government information of interest to their particular circulation areas by mail twice each week. In addition, news releases were distributed to approximately 200 non-media subscribers weekly.

In 1988–89, 963 news releases were distributed. Also, 387 winter road reports, 105 ski reports, 59 beach reports, 268 fire indexes, and 253 notes to editors were made available to the media.

MEDIA MONITORING

Media Monitoring scans provincial print and selected broadcast media in order to keep departments and agencies informed about public opinion and activity related to government policy, programs, and services.

Weekly, in 1988–89, staff read and clipped more than 100 newspapers and monitored 10 television newscasts and 20 radio broadcasts. Staff also responded to requests from departments for audio and video dubs of news broadcasts.

Media Monitoring developed a daily and weekly news digest for subscribing departments during this fiscal year. Electronic media reports of interest to subscribers were summarized and distributed daily. As well, weekly newspaper reports were summarized and distributed to subscribers each week.

FILM AND VIDEO

This section produces and collaborates on information and training projects and produces television commercials for government departments and agencies.

One of the projects this section completed in 1988–89 was a video for the Annapolis River Tidal Power Project. This video was produced in French and English for presentation at the project interpretation centre.

This section also directed the production of a commercial for the Commission on Drug Dependency based on the theme "Keep Your Dreams Alive."

STILL PHOTOGRAPHY

Still Photography provides photos for many uses, including slide shows, publicity, illustrations for government publications, and identification cards.

This past year, staff produced 15,269 photographs, from 478 assignments. This total included 615 identification cards and 13,654 copies of 478 photographs sent to newspapers for information purposes.

ADVERTISING

Advertising manages and co-ordinates requests for advertising from government departments and agencies. This includes preparing media cost proposals, designing and producing advertising, and buying media space.

In 1988–89, Advertising handled 936 advertising requests. This resulted in the placement of more than 2,700 ads on radio and television, in print, and on outdoor media, including billboards and busboards.

In-province advertising expenditures totalled $1,256,711.49, with $714,870.93 of this being placed through the agency of record, McGuire Communications. In addition, McGuire Communications placed $77,087.92 in out-of-province advertising.

AUDIO SERVICES

News conferences are set up, recorded, and dubs prepared and selected for distribution to radio stations by this section.

During 1988–89, Audio Services distributed 67 billboards, including 52 farm market reports that were fed to six radio stations. This section also produced sound tracks for slide shows and organized bill briefings throughout the legislative session where appropriate ministers briefed news media on the contents of government bills.

GOVERNMENT BOOKSTORE

The Government Bookstore is located at 1700 Granville St., Halifax.

The bookstore operates a retail and mail order service for Nova Scotia government publications. It stocks such items as Royal Commission reports, geological surveys, wildlife guides, cookbooks, and quilting instructions. Copies of Nova Scotia statutes, legislation, and regulations, as well as topographical maps and lithographs, are also available.

From the annual catalogue, orders were received from libraries, universities, institutions, corporations, and individuals from throughout Canada, the United States, and abroad.

The bookstore processed 2,822 orders, with sales totalling $210,007.16

To provide better service in Cape Breton, Pages — The Downtown Bookstore in Sydney, began distributing a number of government publications during this fiscal year.